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ENVIRONMENTAL LEADERSHIP ADDS VALUE TO  
YOUR BOTTOM LINE AND CORPORATE REPUTATION

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## Leaders in multifamily real estate tap the power of superior energy management.

EPA, through its ENERGY STAR® program, provides partners with guidelines for superior energy management built on the practices of industry leaders. Use these guidelines to lower operating costs and improve resident satisfaction. You will also demonstrate your organization's environmental commitment by reducing pollution and the emissions that contribute to global warming.

### Did you know?

- Utility costs represent the single largest controllable cost in an apartment community—typically accounting for 25 to 35 percent.
- Reducing energy use by 15 percent in a typical 250-unit master-metered community will increase net operating income, and can enhance asset value by over \$1 million (using a 6 percent capitalization rate). In a similarly sized individually-metered community, this same savings may increase asset value by over \$200,000 annually.

Let ENERGY STAR guide you, step by step. Become a partner by visiting:

[www.energystar.gov](http://www.energystar.gov)



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# Use less energy. Build more profits.

Based on the success of thousands of ENERGY STAR® partners, EPA has developed a proven strategy for energy management. By following these guidelines, your company will take control of energy costs, improve your bottom line, and help protect the environment.

## Here's some of what you can do:

Assess Performance  
& Set Goals

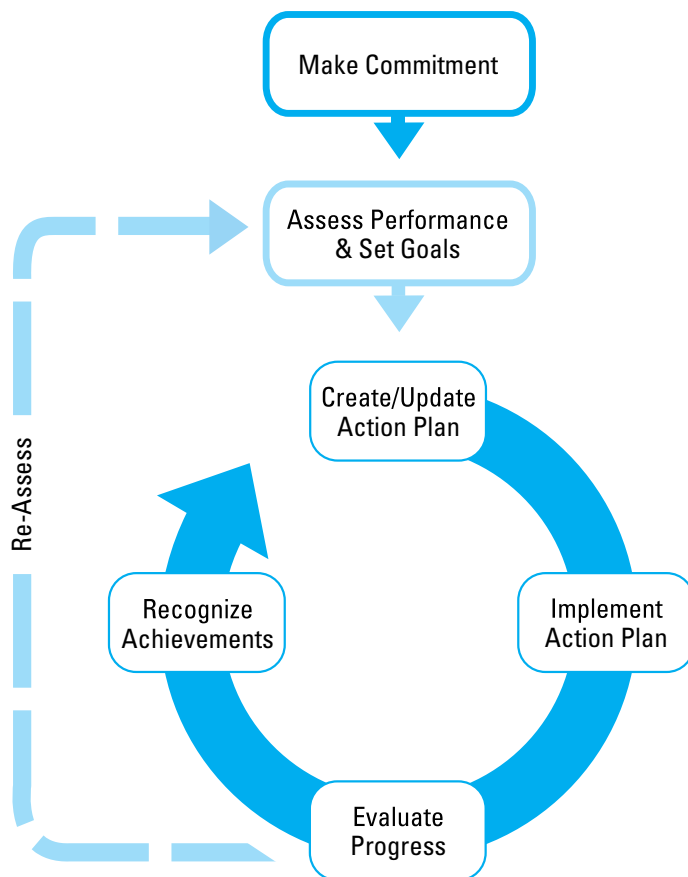
### Great management starts with the right measures.

Get a handle on your energy use with EPA's benchmarking tool, Portfolio Manager. Use Portfolio Manager to create an energy use baseline for each property using historical data. Once a baseline is formed, you can benchmark your communities against themselves, heightening awareness of energy use and measuring the effectiveness of current operations, policies and procedures. You can then use ENERGY STAR's tools and resources to prioritize investments, set goals, and track your energy management success.

Recognize  
Achievements

### Distinguish your company from the competition.

ENERGY STAR is the national symbol for protecting the environment through energy efficiency, recognized by over 75% of Americans. Becoming an ENERGY STAR partner is a good way to leverage the brand, and build awareness for your efforts. Active participation can also lead to recognition by the EPA at the annual ENERGY STAR Awards ceremony, where leaders in energy management are honored for their achievements.



### ENERGY STAR Guidelines

Visit [www.energystar.gov](http://www.energystar.gov) and click on ENERGY STAR Guidelines under Buildings & Plants. Then click on the individual links for tools and resources that can help you at each step.

For more ways to take control of your energy costs and improve your bottom line, visit:

[www.energystar.gov/MultifamilyHousing](http://www.energystar.gov/MultifamilyHousing)